



Llywodraeth Cymru
Welsh Government

Our ref: ATISN 11344

Date: 13 July 2017

Dear ,

Request for Information – ATISN reference 11344

Thank you for your request which was received by the Welsh Government on 15 June 2017. I have provided the information requested against each of the questions you submitted, as follows:

Q1. The amount of money spent on display advertising by the Welsh Government in 2016/17 (excluding public notices):

£4,021,687

This includes all advertising, including TV & Radio, for all public information and tourism advertising

Q2. The amount of money broken down into print, online, social media, public spaces:

Print £1,668,538

Online £380,480

Social Media £123,913

Public Spaces £230,680

TV & Radio £1,618,076

Q3. The amount spent by the Welsh Government placing public notices in newspapers during financial year 2016-17:

Recruitment £52,524

Traffic Notices £626,526

Public Appointments £106,223

Q4. The titles of those newspapers and the amount spent with each one for the financial years mentioned above:

See attached Annex A.



If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ

or

Email: FreedomOfInformationOfficer@wales.gsi.gov.uk

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely